



# AVANTHI INSTITUTE OF ENGINEERING AND TECHNOLOGY

(Autonomous)

(Approved by A.I.C.T.E., New Delhi & Permanently Affiliated to J.N.T.U-GV., Vizianagaram)

NAAC “ A+” Accredited Institute

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## Department of Management Studies R 24 Course Outcomes

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|---------------------------|----------------------------------------------------------------------|---------------------|-----------|
| <b>Semester No:</b>       | One                                                                  |                     |           |
| <b>Course Title:</b>      | Principles Of Management                                             | <b>Course Code:</b> | R24MB1101 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                      |                     |           |
| R24MB1101.1               | Identify various basic perspective of management.                    |                     |           |
| R24MB1101.2               | Understand the human interactions in an organization.                |                     |           |
| R24MB1101.3               | Understand the theories underlying Organizational Behavior.          |                     |           |
| R24MB1101.4               | Understand Motivation and Job Performance.                           |                     |           |
| R24MB1101.5               | Outline Organizational conflict.                                     |                     |           |
| <b>Semester No:</b>       | One                                                                  |                     |           |
| <b>Course Title:</b>      | Managerial Economics                                                 | <b>Course Code:</b> | R24MB1102 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                      |                     |           |
| R24MB1102.1               | Develop an understanding of the applications of managerial economics |                     |           |
| R24MB1102.2               | Understand Demand Analysis and Forecasting                           |                     |           |
| R24MB1102.3               | Knowledge about Cost and Production Analysis                         |                     |           |
| R24MB1102.4               | Identify basic knowledge about Macro Economic factors of the Nation  |                     |           |
| R24MB1102.5               | Understands the concept of business cycle                            |                     |           |
| <b>Semester No:</b>       | One                                                                  |                     |           |
| <b>Course Title:</b>      | Management accounting                                                | <b>Course Code:</b> | R24MB1103 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                      |                     |           |
| R24MB1103.1               | Identify the basic knowledge about to prepare the Accounts           |                     |           |
| R24MB1103.2               | Discuss how to analyze the financial statements                      |                     |           |
| R24MB1103.3               | Implement the cost accounting Concepts                               |                     |           |

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| R24MB1103.4               | Examine the application of management account concepts                                                    |                     |           |
| R24MB1103.5               | Calculate the application of standard, variance and marginal costing.                                     |                     |           |
| <b>Semester No:</b>       | One                                                                                                       |                     |           |
| <b>Course Title:</b>      | Qualitative Analysis For Business Decisions                                                               | <b>Course Code:</b> | R24MB1104 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                           |                     |           |
| R24MB1104.1               | Understanding of descriptive statistical tools                                                            |                     |           |
| R24MB1104.2               | Knowledge apply Decision to Theory                                                                        |                     |           |
| R24MB1104.3               | Apply the quantitative methods for business decision making.                                              |                     |           |
| R24MB1104.4               | Investigate the mathematical models of real decision-making problems including the use of modeling tools. |                     |           |
| R24MB1104.5               | Investigate the concept of tests and analysis of variance.                                                |                     |           |
| <b>Semester No:</b>       | One                                                                                                       |                     |           |
| <b>Course Title:</b>      | Business Law                                                                                              | <b>Course Code:</b> | R24MB1105 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                           |                     |           |
| R24MB1105.1               | Identify and explain the sources of Business Law relevant to Indian legal context                         |                     |           |
| R24MB1105.2               | Understand the duties and responsibilities of partners as per the Partnership Act 1932.                   |                     |           |
| R24MB1105.3               | Analyze implied conditions and warranties associated with the sale of goods.                              |                     |           |
| R24MB1105.4               | Identify the rights of consumers as stipulated in the Consumer Protection Act.                            |                     |           |
| R24MB1105.5               | Analyze conditions and warranties associated with contracts of sale and their significance                |                     |           |
| <b>Semester No:</b>       | One                                                                                                       |                     |           |
| <b>Course Title:</b>      | Business Communication and Soft Skills                                                                    | <b>Course Code:</b> | R24MB1106 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                           |                     |           |
| R24MB1106.1               | Understand fundamentals of communication.                                                                 |                     |           |
| R24MB1106.2               | Compare the oral, written and non-verbal communication skills                                             |                     |           |
| R24MB1106.3               | Discuss how to transform as effective communicators.                                                      |                     |           |

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| R24MB1106.4               | Enhance the concept of sales of goods act and consumer protection act.                                                                                                                                                 |                     |           |
| R24MB1106.5               | Understand the concept of partnership and information technology act 2000.                                                                                                                                             |                     |           |
| <b>Semester No:</b>       | One                                                                                                                                                                                                                    |                     |           |
| <b>Course Title:</b>      | Cross Cultural Management                                                                                                                                                                                              | <b>Course Code:</b> | R24MB1107 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                                                                                                                        |                     |           |
| R24MB1107.1               | Enhance the ability of the students to interact effectively with other in organization                                                                                                                                 |                     |           |
| R24MB1107.2               | Understand significantly improving the ability of practicing managers to be effective global managers                                                                                                                  |                     |           |
| R24MB1107.3               | Explain about the context of international business                                                                                                                                                                    |                     |           |
| R24MB1107.4               | Knowledge about the international human resource management and retention strategies.                                                                                                                                  |                     |           |
| R24MB1107.5               | Outline the concept staffing, training in global operations.                                                                                                                                                           |                     |           |
| <b>Semester No:</b>       | One                                                                                                                                                                                                                    |                     |           |
| <b>Course Title:</b>      | <b>Information Technology–<br/>Lab1 (spreadsheet and tally)</b>                                                                                                                                                        | <b>Course Code:</b> | R24MB1108 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                                                                                                                        |                     |           |
| R24MB1108.1               | Proficiently create, manage, and apply formulas and functions in financial software, including AutoSum, conditional logic, and text manipulation functions.                                                            |                     |           |
| R24MB1108.2               | Implement data validation techniques, utilize PivotTables and Pivot Charts, and apply advanced data management methods.                                                                                                |                     |           |
| R24MB1108.3               | Record, modify, and implement macros to automate tasks in financial software and Gain expertise in using Tally for accounting and inventory management.                                                                |                     |           |
| <b>Semester No:</b>       | One                                                                                                                                                                                                                    |                     |           |
| <b>Course Title:</b>      | Business Communication and Soft Skills (Lab)                                                                                                                                                                           | <b>Course Code:</b> | R24MB1109 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                                                                                                                        |                     |           |
| R24MB1109.1               | Students will effectively engage in formal and informal conversations, participate in group discussions, and demonstrate active listening skills through various media, culminating in successful class presentations. |                     |           |

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| R24MB1109.2               | Students will develop skills in goal setting, time management, and teamwork, while enhancing their understanding of leadership traits and body language for effective communication in professional settings, including interviews. |                     |           |
| R24MB1109.3               | Students will produce a variety of professional documents (job applications, resumes, reports) and develop strong presentation skills, enabling clear and effective communication in written and verbal formats.                    |                     |           |
| <b>Semester No:</b>       | Two                                                                                                                                                                                                                                 |                     |           |
| <b>Course Title:</b>      | Financial Management                                                                                                                                                                                                                | <b>Course Code:</b> | R24MB1201 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                                                                                                                                     |                     |           |
| R24MB1201.1               | Discuss the concepts Financial Management                                                                                                                                                                                           |                     |           |
| R24MB1201.2               | Analyze the needs of Financial Markets.                                                                                                                                                                                             |                     |           |
| R24MB1201.3               | Predict and full fill the needs of Financial Markets.                                                                                                                                                                               |                     |           |
| R24MB1201.4               | Solve time value of money and capital budgeting.                                                                                                                                                                                    |                     |           |
| R24MB1201.5               | Enhance the concept of liquidity decision and cash management models.                                                                                                                                                               |                     |           |
| <b>Semester No:</b>       | Two                                                                                                                                                                                                                                 |                     |           |
| <b>Course Title:</b>      | Human Resource Management                                                                                                                                                                                                           | <b>Course Code:</b> | R24MB1202 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                                                                                                                                     |                     |           |
| R24MB1202.1               | Discuss the basic concepts of Human Resource Management                                                                                                                                                                             |                     |           |
| R24MB1202.2               | List out various functions of HRM in Industrial                                                                                                                                                                                     |                     |           |
| R24MB1202.3               | Classify the basic Wage and Salary Administration policies.                                                                                                                                                                         |                     |           |
| R24MB1202.4               | Investigate the Managing Industrial Relations in organization.                                                                                                                                                                      |                     |           |
| R24MB1202.5               | Identify the way of managing industrial relations.                                                                                                                                                                                  |                     |           |
| <b>Semester No:</b>       | Two                                                                                                                                                                                                                                 |                     |           |
| <b>Course Title:</b>      | Marketing Management                                                                                                                                                                                                                | <b>Course Code:</b> | R24MB1203 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                                                                                                                                     |                     |           |
| R24MB1203.1               | Identify the basic Marketing concepts                                                                                                                                                                                               |                     |           |
| R24MB1203.2               | Classify the Product and Pricing Aspects in market.                                                                                                                                                                                 |                     |           |
| R24MB1203.3               | Examine about how to Control Distribution Organization                                                                                                                                                                              |                     |           |
| R24MB1203.4               | Complete knowledge about Market Segmentation                                                                                                                                                                                        |                     |           |
| R24MB1203.5               | Classify the channel of distribution and marketing control                                                                                                                                                                          |                     |           |

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| <b>Semester No:</b>       | Two                                                                                                        |                     |           |
| <b>Course Title:</b>      | Operations Management                                                                                      | <b>Course Code:</b> | R24MB1204 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                            |                     |           |
| R24MB1204.1               | Identify the strategic significance of Operation management                                                |                     |           |
| R24MB1204.2               | Examine the knowledge about how to apply discipline to deal with real life business problem.               |                     |           |
| R24MB1204.3               | Explain about Quality Management and Control                                                               |                     |           |
| R24MB1204.4               | Enriching the productivity factors and job design and process flow charts                                  |                     |           |
| R24MB1204.5               | Understands the maintenance of the quality and how to apply statistical quality control.                   |                     |           |
| <b>Semester No:</b>       | Two                                                                                                        |                     |           |
| <b>Course Title:</b>      | Business Research Methods                                                                                  | <b>Course Code:</b> | R24MB1205 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                            |                     |           |
| R24MB1205.1               | Discuss the fundamentals of research methods.                                                              |                     |           |
| R24MB1205.2               | List out the methods and appropriate to research aims                                                      |                     |           |
| R24MB1205.3               | Understand the limitations of particular research methods                                                  |                     |           |
| R24MB1205.4               | Develop skills in qualitative and quantitative data analysis and presentation                              |                     |           |
| R24MB1205.5               | Investigate advanced critical thinking skills                                                              |                     |           |
| <b>Semester No:</b>       | Two                                                                                                        |                     |           |
| <b>Course Title:</b>      | Project Management                                                                                         | <b>Course Code:</b> | R24MB1206 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                            |                     |           |
| R24MB1206.1               | Understand the basic knowledge about the concept of project, project management                            |                     |           |
| R24MB1206.2               | Assess various issues of project management                                                                |                     |           |
| R24MB1206.3               | Solve Technical and Legal feasibility                                                                      |                     |           |
| R24MB1206.4               | Categorize Project Implementation and review                                                               |                     |           |
| R24MB1206.5               | Understand the implementation of project and implementation of review of project and performance analysis. |                     |           |
| <b>Semester No:</b>       | Two                                                                                                        |                     |           |
| <b>Course Title:</b>      | Information Technology–Lab 2<br>(Programming R)                                                            | <b>Course Code:</b> | R24MB1207 |

| Course Outcome No.   | Course Outcome Statement                                                                                                                                |                     |          |
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| R24MB1207.1          | Utilize and manipulate advanced data structures such as data frames, lists, matrices, and arrays for organizing and analyzing data efficiency.          |                     |          |
| R24MB1207.2          | Apply various mathematical functions available in R to perform calculations, including operations on cumulative sums, products, minima, and maxima.     |                     |          |
| R24MB1207.3          | Recognize and apply various probability distributions in R, including normal, binomial, poisson, and other distributions, to model and analyze the data |                     |          |
| <b>Semester No:</b>  | Three                                                                                                                                                   |                     |          |
| <b>Course Title:</b> | Operations Research                                                                                                                                     | <b>Course Code:</b> | R24MB301 |
| Course Outcome No.   | Course Outcome Statement                                                                                                                                |                     |          |
| R24MB301.1           | Understand OR concepts and solve LP problems using graphical and simplex methods.                                                                       |                     |          |
| R24MB301.2           | Apply transportation, assignment, and TSP models for resource optimization.                                                                             |                     |          |
| R24MB301.3           | Use Dynamic and Integer Programming for decision- making in capital budgeting and planning.                                                             |                     |          |
| R24MB301.4           | Evaluate strategies using Game Theory and simulations for inventory and queuing.                                                                        |                     |          |
| R24MB301.5           | Develop and optimize project schedules using PERT, CPM and replacement models.                                                                          |                     |          |
| <b>Semester No:</b>  | Three                                                                                                                                                   |                     |          |
| <b>Course Title:</b> | CONSUMER BEHAVIOR                                                                                                                                       | <b>Course Code:</b> | R24MB302 |
| Course Outcome No.   | Course Outcome Statement                                                                                                                                |                     |          |
| R24MB302.1           | Able to explain the concept and evaluate application in consumer behaviour                                                                              |                     |          |
| R24MB302.2           | Apply segmentation techniques and analyse motivational factors that influence consumer purchasing decisions.                                            |                     |          |
| R24MB302.3           | Assess various consumer decision models and explain how situational factors and digital platforms affect consumer choices.                              |                     |          |
| R24MB302.4           | Evaluate the role of personality and perception in shaping consumer attitudes and brand interactions.                                                   |                     |          |

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| R24MB302.5                | Map the consumer decision journey and recommend strategies for enhancing post- purchase satisfaction and brand loyalty.                                                          |                     |          |
| <b>Semester No:</b>       | Three                                                                                                                                                                            |                     |          |
| <b>Course Title:</b>      | RETAIL MANAGEMENT                                                                                                                                                                | <b>Course Code:</b> | R24MB303 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                                                                                  |                     |          |
| R24MB303.1                | Able to Explain the evolution, scope, and environmental impact of retailing along with modern technological integration and ethical concerns.                                    |                     |          |
| R24MB303.2                | Apply segmentation criteria and evaluate factors influencing store location, layout strategies, and the use of digital tools.                                                    |                     |          |
| R24MB303.3                | Design strategic retail plans and evaluate various pricing models with emphasis on innovation and customer value delivery.                                                       |                     |          |
| R24MB303.4                | Formulate RM strategies and use integrated marketing tools for personalized customer experiences and brand engagement.                                                           |                     |          |
| R24MB303.5                | Analyze the motives, strategies, and challenges of global retail expansion with examples from Indian retailers.                                                                  |                     |          |
| <b>Semester No:</b>       | Three                                                                                                                                                                            |                     |          |
| <b>Course Title:</b>      | <b>DIGITAL AND SOCIAL MEDIA MARKETING</b>                                                                                                                                        | <b>Course Code:</b> | R24MB304 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                                                                                  |                     |          |
| R24MB304.1                | Understand the fundamental concepts, scope, benefits, and evolving trends in digital marketing and distinguish it from traditional marketing methods.                            |                     |          |
| R24MB304.2                | Analyze various digital marketing channels and audience segmentation techniques to formulate effective strategies for customer acquisition, retention, and loyalty.              |                     |          |
| R24MB304.3                | Create a comprehensive digital marketing plan incorporating key components such as situation analysis, objectives, strategies, and budgeting.                                    |                     |          |
| R24MB304.4                | Apply knowledge of search engine marketing and online advertising tools to design and evaluate effective campaigns using metrics such as CPM, CPC, and landing page performance. |                     |          |
| R24MB304.5                | Create a comprehensive digital marketing plan incorporating key components such as situation analysis, objectives, strategies, and budgeting.                                    |                     |          |

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| <b>Semester No:</b>           | Three                                                                                                           |                     |          |
| <b>Course Title:</b>          | LEADERSHIP AND CHANGE<br>MANAGEMENT                                                                             | <b>Course Code:</b> | R24MB305 |
| <b>Course Outcome<br/>No.</b> | <b>Course Outcome Statement</b>                                                                                 |                     |          |
| R24MB305.1                    | Define and explain the key concepts, models, and theories of organizational leadership.                         |                     |          |
| R24MB305.2                    | Analyze leadership styles, motivation theories, and culture in shaping effective organizational leadership      |                     |          |
| R24MB305.3                    | Evaluate strategic leadership attributes such as self-management, team building, integrity, and creativity.     |                     |          |
| R24MB305.4                    | Examine change management models and the systems approach to change in organizational development.              |                     |          |
| R24MB305.5                    | Apply leadership and change management interventions to real-world organizational scenarios through case study. |                     |          |
| <b>Semester No:</b>           | Three                                                                                                           |                     |          |
| <b>Course Title:</b>          | <b>HUMAN CAPITAL<br/>MANAGEMENT</b>                                                                             | <b>Course Code:</b> | R24MB306 |
| <b>Course Outcome<br/>No.</b> | <b>Course Outcome Statement</b>                                                                                 |                     |          |
| R24MB306.1                    | Understand the strategic role and economic theories related to human capital.                                   |                     |          |
| R24MB306.2                    | Apply cost-based models to measure and report human capital.                                                    |                     |          |
| R24MB306.3                    | Evaluate value-based models and recent trends in human resource accounting.                                     |                     |          |
| R24MB306.4                    | Analyze employee engagement and quality of work life initiatives.                                               |                     |          |
| R24MB306.5                    | Assess industrial safety, social security, and modern workplace risk management practices.                      |                     |          |
| <b>Semester No:</b>           | Three                                                                                                           |                     |          |
| <b>Course Title:</b>          | <b>COMPENSATION AND<br/>PAYROLL MANAGEMENT</b>                                                                  | <b>Course Code:</b> | R24MB307 |
| <b>Course Outcome<br/>No.</b> | <b>Course Outcome Statement</b>                                                                                 |                     |          |
| R24MB307.1                    | Explain the concepts and trends in compensation management.                                                     |                     |          |
| R24MB307.2                    | Analyze compensation planning and pay structures.                                                               |                     |          |
| R24MB307.3                    | Evaluate various incentive and person- focused pay systems.                                                     |                     |          |

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| R24MB307.4                | Design equitable and competitive compensation systems.                                             |                     |           |
| R24MB307.5                | Examine strategic approaches to international and executive compensation.                          |                     |           |
| <b>Semester No:</b>       | Three                                                                                              |                     |           |
| <b>Course Title:</b>      | INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT                                                       | <b>Course Code:</b> | R24MB308  |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                    |                     |           |
| R24MB308.1                | Explain the concepts and trends in compensation management.                                        |                     |           |
| R24MB308.2                | Analyze compensation planning and pay structures.                                                  |                     |           |
| R24MB308.3                | Evaluate various incentive and person- focused pay systems.                                        |                     |           |
| R24MB308.4                | Design equitable and competitive compensation systems.                                             |                     |           |
| R24MB308.5                | Examine strategic approaches to international and executive compensation.                          |                     |           |
| <b>Semester No:</b>       | Three                                                                                              |                     |           |
| <b>Course Title:</b>      | MANAGING BANKS AND FINANCIAL INSTITUTIONS                                                          | <b>Course Code:</b> | R24MB309  |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                    |                     |           |
| R24MB309.1                | Understand the evolution, structure, and functions of the Indian financial system                  |                     |           |
| R24MB309.2                | Analyze the role and functioning of RBI and commercial banks                                       |                     |           |
| R24MB309.3                | Apply risk management strategies in banking operations                                             |                     |           |
| R24MB309.4                | Evaluate the significance of development banking and financial institutions                        |                     |           |
| R24MB309.5                | Understand new financial instruments and merchant banking practices                                |                     |           |
| <b>Semester No:</b>       | Three                                                                                              |                     |           |
| <b>Course Title:</b>      | FINANCIAL MARKETS AND SERVICES                                                                     | <b>Course Code:</b> | R24MB3010 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                    |                     |           |
| R24MB3010.1               | Understand the structure and role of the financial system in economic development                  |                     |           |
| R24MB3010.2               | Examine various financial services like merchant banking, leasing, and their regulatory frameworks |                     |           |
| R24MB3010.3               | Evaluate venture capital financing, factoring, and related services in the Indian context.         |                     |           |
| R24MB3010.4               | Analyze mutual funds, credit rating systems, securitization, and de-mat services.                  |                     |           |

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| R24MB3010.5               | Explore the microfinance ecosystem, models, and gender-related issues in rural finance.                                                                                                |                     |           |
| <b>Semester No:</b>       | Three                                                                                                                                                                                  |                     |           |
| <b>Course Title:</b>      | ESSENTIALS OF BUSINESS ANALYTICS                                                                                                                                                       | <b>Course Code:</b> | R24MB3011 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                                                                                        |                     |           |
| R24MB3011.1               | To equip with types of business analytics, application of analytics in business and to take business decisions.                                                                        |                     |           |
| R24MB3011.2               | To understand various concepts in business analytics like ETL, Data mining, business intelligence data visualization, etc.                                                             |                     |           |
| R24MB3011.3               | To learn about the data and how to deal with different aspects of data processing.                                                                                                     |                     |           |
| R24MB3011.4               | To understand how business analytics is used in functional areas and its practical application.                                                                                        |                     |           |
| R24MB3011.5               | To analyse the differences supervised and unsupervised machine learning procedures.                                                                                                    |                     |           |
| <b>Semester No:</b>       | Three                                                                                                                                                                                  |                     |           |
| <b>Course Title:</b>      | TEXT, SOCIAL MEDIA & WEB ANALYTICS                                                                                                                                                     | <b>Course Code:</b> | R24MB3012 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                                                                                        |                     |           |
| R24MB3012.1               | Analyze text data using text analytical approaches and tools, and apply basic text mining techniques like episode rule discovery and text clustering.                                  |                     |           |
| R24MB3012.2               | Understand the structure and development of the Semantic Web and Social Web, and apply Social Network Analysis (SNA) concepts and electronic sources for network analysis.             |                     |           |
| R24MB3012.3               | Apply ontology-based knowledge representation techniques and model social network data using state-of-the-art network representation methods.                                          |                     |           |
| R24MB3012.4               | Implement web analytics strategies by collecting and analyzing data from various web sources, and anticipate future trends in web analytics technologies.                              |                     |           |
| R24MB3012.5               | Utilize advanced web analytics tools (e.g., Google Analytics, Omniture) for visitor segmen- tation, campaign analysis, commerce measure-ment, and track user interactions effectively. |                     |           |

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| <b>Semester No:</b>       | Three                                                                                                                                                  |                     |           |
| <b>Course Title:</b>      | MARKETING ANALYTICS                                                                                                                                    | <b>Course Code:</b> | R24MB3013 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                                                        |                     |           |
| R24MB3013.1               | Explain the fundamentals of marketing analytics, models, and market insights.                                                                          |                     |           |
| R24MB3013.2               | Analyze competitor data and apply strategic frameworks like Forecasting and scorecards.                                                                |                     |           |
| R24MB3013.3               | Use models like conjoint analysis and pricing methods to make product/pricing decisions.                                                               |                     |           |
| R24MB3013.4               | Evaluate channel strategies and allocate promotion budgets using analytics.                                                                            |                     |           |
| R24MB3013.5               | Apply advanced tools such as market basket, text, and spreadsheet-based sales analysis.                                                                |                     |           |
| <b>Semester No:</b>       | Four                                                                                                                                                   |                     |           |
| <b>Course Title:</b>      | LOGISTICS AND SUPPLY CHAIN MANAGEMENT                                                                                                                  | <b>Course Code:</b> | R24MB401  |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                                                        |                     |           |
| R24MB401.1                | Understand the strategic role of logistics and SCM in gaining competitive advantage.                                                                   |                     |           |
| R24MB2401.2               | Analyze logistics costs using modern costing techniques and performance metrics.                                                                       |                     |           |
| R24MB401.3                | Evaluate supply chain relationships through benchmarking and collaboration practices                                                                   |                     |           |
| R24MB401.4                | Apply sourcing, transportation, and pricing strategies in efficient supply chain operations.                                                           |                     |           |
| R24MB401.5                | Assess challenges and strategies in managing global logistics and supply chains.                                                                       |                     |           |
| <b>Semester No:</b>       | Four                                                                                                                                                   |                     |           |
| <b>Course Title:</b>      | SERVICES MARKETING                                                                                                                                     | <b>Course Code:</b> | R24MB402  |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                                                        |                     |           |
| R24MB402.1                | Understand the nature of services, service classification, market segmentation, and the role of customer co-creation in service innovation and design. |                     |           |

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| R24MB402.2                    | Apply appropriate pricing and promotional strategies, including digital tools such as content and influencer marketing, to effectively communicate service value.                                       |                     |          |
| R24MB402.3                    | Analyze service quality dimensions, customer expectations, and strategies for service recovery, personalization, and relationship marketing.                                                            |                     |          |
| R24MB402.4                    | Evaluate the effectiveness of service delivery elements such as physical evidence, service processes, employee management, and diversity practices.                                                     |                     |          |
| R24MB402.5                    | Create sector-specific service marketing strategies, including for emerging areas like gig and sustainable services, based on sectoral characteristics and customer needs.                              |                     |          |
| <b>Semester No:</b>           | Four                                                                                                                                                                                                    |                     |          |
| <b>Course Title:</b>          | TOURISM AND HOSPITALITY<br>MANAGEMENT                                                                                                                                                                   | <b>Course Code:</b> | R24MB403 |
| <b>Course Outcome<br/>No.</b> | <b>Course Outcome Statement</b>                                                                                                                                                                         |                     |          |
| R24MB403.1                    | Analyze tourism and hospitality trends and their impact on the economy.                                                                                                                                 |                     |          |
| R24MB403.2                    | Develop strategic plans for sustainable and responsible tourism..                                                                                                                                       |                     |          |
| R24MB403.3                    | Apply marketing, operations, and HR principles in the context of hospitality services.                                                                                                                  |                     |          |
| R24MB403.4                    | Understand and address challenges in destination management and customer service excellence.                                                                                                            |                     |          |
| R24MB403.5                    | Evaluate the role of technology and innovation in transforming the tourism sector.                                                                                                                      |                     |          |
| <b>Semester No:</b>           | Four                                                                                                                                                                                                    |                     |          |
| <b>Course Title:</b>          | <b>GLOBAL MARKETING<br/>MANAGEMENT</b>                                                                                                                                                                  | <b>Course Code:</b> | R24MB404 |
| <b>Course Outcome<br/>No.</b> | <b>Course Outcome Statement</b>                                                                                                                                                                         |                     |          |
| R24MB404.1                    | Understand the scope, significance, and environmental factors (cultural, political, legal, technological, and ethical) that influence global marketing decisions and consumer behavior across cultures. |                     |          |

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| R24MB404.2                | Evaluate and select appropriate global market entry strategies including exports, alliances, and joint ventures, considering associated risks and success factors.            |                     |          |
| R24MB404.3                | Apply global product management strategies including positioning, product lifecycle adaptation, innovation, and cultural alignment in international markets.                  |                     |          |
| R24MB404.4                | Design international marketing channel strategies by analyzing distribution patterns, logistics challenges, and intermediary selection in global trade.                       |                     |          |
| R24MB404.5                | Examine export marketing practices including export policies, pricing, documentation, EXIM procedures, and the impact of FTAs and government incentives on export strategies. |                     |          |
| <b>Semester No:</b>       | Four                                                                                                                                                                          |                     |          |
| <b>Course Title:</b>      | <b>LABOR WELFARE AND EMPLOYMENT LAWS</b>                                                                                                                                      | <b>Course Code:</b> | R24MB405 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                                                                               |                     |          |
| R24MB405.1                | Understand the principles and approaches of labour welfare.                                                                                                                   |                     |          |
| R24MB405.2                | Evaluate various labour welfare programmes and their effectiveness.                                                                                                           |                     |          |
| R24MB405.3                | Interpret key labour legislation and its modern developments.                                                                                                                 |                     |          |
| R24MB405.4                | Analyze industrial relations laws and dispute resolution mechanisms.                                                                                                          |                     |          |
| R24MB405.5                | Examine trade union and wage-related laws including social security measures.                                                                                                 |                     |          |
| <b>Semester No:</b>       | Four                                                                                                                                                                          |                     |          |
| <b>Course Title:</b>      | <b>INTERNATIONAL HUMAN RESOURCE MANAGEMENT</b>                                                                                                                                | <b>Course Code:</b> | R24MB406 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                                                                               |                     |          |
| R24MB406.1                | Understand the strategic challenges and role of international HRM in a globalized economy.                                                                                    |                     |          |
| R24MB406.2                | Manage international assignments, including expatriate selection and DEI strategies.                                                                                          |                     |          |
| R24MB406.3                | Explore cross-cultural management concepts and build inclusive leadership.                                                                                                    |                     |          |

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| R24MB406.4                | Analyze global compensation, performance management, and mobility issues.                                                 |                     |          |
| R24MB406.5                | Examine HRD's role in learning, productivity, and climate action within global organizations.                             |                     |          |
| <b>Semester No:</b>       | Four                                                                                                                      |                     |          |
| <b>Course Title:</b>      | EMPLOYEE RELATIONS AND ENGAGEMENT                                                                                         | <b>Course Code:</b> | R24MB407 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                           |                     |          |
| R24MB407.1                | Understand IR concepts, evolution, influencing factors, and the impact of globalization, technology, and the gig economy. |                     |          |
| R24MB407.2                | Apply Collective Bargaining principles, union recognition, negotiation techniques, and technology's role in CB.           |                     |          |
| R24MB407.3                | Identify causes of grievances and apply redressal strategies, digital systems, and emotional intelligence.                |                     |          |
| R24MB407.4                | Examine industrial disputes, causes, consequences, and ADR methods, considering recent legal reforms.                     |                     |          |
| R24MB407.5                | Design employee engagement strategies using technology, DEI principles, and remote engagement tactics.                    |                     |          |
| <b>Semester No:</b>       | Four                                                                                                                      |                     |          |
| <b>Course Title:</b>      | GLOBAL FINANCIAL MANAGEMENT                                                                                               | <b>Course Code:</b> | R24MB408 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                           |                     |          |
| R24MB408.1                | Understand the development of international monetary systems and exchange rate regimes.                                   |                     |          |
| R24MB408.2                | Apply techniques to manage foreign exchange exposures and analyze role of central banks.                                  |                     |          |
| R24MB408.3                | Describe features of international financial markets and instruments.                                                     |                     |          |
| R24MB408.4                | Analyze foreign investment decisions including FDI, capital budgeting, and risk analysis.                                 |                     |          |
| R24MB408.5                | Evaluate international accounting practices and their implications on MNC performance.                                    |                     |          |
| <b>Semester No:</b>       | Four                                                                                                                      |                     |          |

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| <b>Course Title:</b>          | <b>FINANCIAL RISK<br/>MANAGEMENT</b>                                                                                                                           | <b>Course Code:</b> | R24MB409  |
| <b>Course Outcome<br/>No.</b> | <b>Course Outcome Statement</b>                                                                                                                                |                     |           |
| R24MB409.1                    | Explain the fundamental concepts, sources, types, and indicators of risk in financial and business environments, and outline the risk management process.      |                     |           |
| R24MB409.2                    | Apply risk measurement techniques such as Value at Risk (VaR) and Cash Flow at Risk (CaR) to evaluate and manage financial risks.                              |                     |           |
| R24MB409.3                    | Analyze non-insurance methods of risk management and assess regulatory tools like Asset- Liability Management (ALM) and capital adequacy norms.                |                     |           |
| R24MB409.4                    | Evaluate the use of derivative instruments—forward contracts, futures, swaps, and options—for hedging and enhancing portfolio returns.                         |                     |           |
| R24MB409.5                    | Compute and interpret option values using pricing models such as the Binomial Option Pricing Model (BOPM) and the Black- Scholes Option Pricing Model (BSOPM). |                     |           |
| <b>Semester No:</b>           | Four                                                                                                                                                           |                     |           |
| <b>Course Title:</b>          | <b>CORPORATE FINANCE</b>                                                                                                                                       | <b>Course Code:</b> | R24MB4010 |
| <b>Course Outcome<br/>No.</b> | <b>Course Outcome Statement</b>                                                                                                                                |                     |           |
| R24MB24010.1                  | Analyze the basic problems of industrial finance and evaluate various sources of finance in India.                                                             |                     |           |
| R24MB24010.2                  | Estimate working capital requirements and evaluate short- term financing instruments.                                                                          |                     |           |
| R24MB24010.3                  | Apply DCF methods and risk analysis techniques such as simulation, sensitivity analysis, and decision trees.                                                   |                     |           |
| R24MB24010.4                  | Evaluate financing decisions in the context of simulation, option pricing, and agency cost theories.                                                           |                     |           |
| R24MB24010.5                  | Analyze corporate governance practices and understand the ethical and CSR responsibilities of finance professionals.                                           |                     |           |
| <b>Semester No:</b>           | Four                                                                                                                                                           |                     |           |
| <b>Course Title:</b>          | <b>FINANCIAL ANALYTICS</b>                                                                                                                                     | <b>Course Code:</b> | R24MB4011 |
| <b>Course Outcome<br/>No.</b> | <b>Course Outcome Statement</b>                                                                                                                                |                     |           |
| R24MB24011.1                  | Analyze and process financial datasets using R and statistical techniques.                                                                                     |                     |           |

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| R24MB24011.2              | Apply time series models and investment metrics such as Sharpe ratio.                                                                                 |                     |           |
| R24MB24011.3              | Construct optimized portfolios using clustering and regression.                                                                                       |                     |           |
| R24MB24011.4              | Interpret market sentiments and simulate trading strategies using models like Black-Scholes.                                                          |                     |           |
| R24MB24011.5              | Predict financial outcomes using binomial and classification models.                                                                                  |                     |           |
| <b>Semester No:</b>       | Four                                                                                                                                                  |                     |           |
| <b>Course Title:</b>      | <b>HR ANALYTICS</b>                                                                                                                                   | <b>Course Code:</b> | R24MB4012 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                                                       |                     |           |
| R24MB24012.1              | <b>Understand</b> HR Analytics concepts and evolution.                                                                                                |                     |           |
| R24MB24012.2              | <b>Apply</b> frameworks to assess HR practices.                                                                                                       |                     |           |
| R24MB24012.3              | <b>Analyze</b> and manage HR data effectively.                                                                                                        |                     |           |
| R24MB24012.4              | <b>Create</b> HR metrics, dashboards, and scorecards.                                                                                                 |                     |           |
| R24MB24012.5              | <b>Evaluate</b> HR's impact on business outcomes.                                                                                                     |                     |           |
| <b>Semester No:</b>       | Four                                                                                                                                                  |                     |           |
| <b>Course Title:</b>      | <b>ECONOMETRICS AND BUSINESS FORECASTING</b>                                                                                                          | <b>Course Code:</b> | R24MB4013 |
| <b>Course Outcome No.</b> | <b>Course Outcome Statement</b>                                                                                                                       |                     |           |
| R24MB413.1                | Differentiate between stochastic and non-stochastic economic relationships and understand econometric modeling frameworks.                            |                     |           |
| R24MB413.2                | Apply and interpret simple and multiple linear regression models using OLS estimators, including hypothesis testing and model specification analysis. |                     |           |
| R24MB413.3                | Analyze stationary time series data using ARMA, ARCH, GARCH models, and understand co-integration and VAR models.                                     |                     |           |
| R24MB413.4                | Develop forecasting models based on deterministic trends and stochastic processes; distinguish between stationary and random walk models              |                     |           |
| R24MB413.5                | Apply the Box-Jenkins approach for identifying, estimating, and forecasting economic time series data, including seasonal and non-seasonal patterns.  |                     |           |